ABSTRACT OF THE DISCLOSURE

A printing device into which data conversion functionality may be installed is disclosed. According to one aspect, the printing device receives, through a first module, a command that is intended to cause the printing device to perform an action that is indicated by the command. The printing device determines whether a translation module, which contains logic for translating the command, is installed in the printing device. If the translation module is not installed in the printing device, then the printing device sends data, which indicates the command, directly from the first module to a second module. If the translation module is installed in the printing device, then the printing device invokes the logic to translate the command into one or more translated commands that will cause the printing device to perform the intended action, and sends the one or more translated commands to the second module.